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(54) Title: POLY (STYRENE-BUTADIENE-STYRENE) POLYMERS HAVING A HIGH VINYL CONTENT IN THE BUTADIENE BLOCK AND HOT MELT ADHESIVE COMPOSITIONS COMPRISING SAID POLYMERS

(57) Abstract: The present invention concerns a poly(styrene-butadiene-styrene) polymer having a high vinyl content in the butadiene block comprising in combination a polystyrene content (PSC) within a range of 15-20 % by weight, a coupling efficiency (CE) of 50-80 %, a step I molecular weight (MW) between 9,000 and 10,000 kg/mol, and a vinyl content between 20-45 %. Hot melt adhesive compositions are also described comprising said SBS polymer together with a tackifying resin, a plasticizer and an anti-oxidant.

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